THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT, PRODUCTION METHODS, MATERIALS, EQUIPMENT, PURCHASING, SALES, MERCHANDISING

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THE MANUFACTURING CONFECTIONER

FLAVOUR IN CONFECTIONS

Part I -- The Physiological Aspects

By TALBOT CLENDENNING

THE IMPORTANCE of "flavour" in confections cannot be over-estimated. It is primarily because of "flavour" that the consumer selects one confection, rather than another—and especially is this true in the case of repeat sales. If a consumer is making an "impulse" purchase of a confectionery bar, and is torn between the selection of two bars, both of which he has tried before, he will undoubtedly, and more or less subconsciously, select the one whose flavour has given him the better satisfaction. It therefore behooves every manufacturer of confections to know as much as possible about this all-important topic of flavour.

Before we can intelligently discuss flavour in confections, or for that matter in any other foodstuff, we should have a clear picture in our minds of what complicated sensations flavour is composed, and how these sensations are brought about.

Flavour may be inadequately defined as a mingled sensation of smelling and tasting, with the tasting being done in the mouth and the smelling in the nose from the "vapours" that come up from the mouth by way of the back of the throat. There are other factors, however, which contribute to the "palatability" or "eating quality" of a food or confection. The term "eating quality" may be said to include the combined effect of taste, odour, and "mouth feel." This latter concept refers to the physical effect of the food in the mouth and includes many sensations brought to us by the "touch" organs of the mouth and tongue and the muscular effort necessary for manipulating the food in the mouth. Some examples are fineness or coarseness, as in milk chocolate; tenderness or toughness, as in marshmallow; crispness, as in enrobed biscuits; softness, as in fudge; plasticity, as in ice cream or nougat; viscosity, as in chocolate syrup; smoothness or "oiliness", which contributes to a quality that might be designated as "richness," as in caramels; astringency, as in dark chocolate; "body," as in cocoa; ease of disintegration in many foods; and amount of saliva necessary for swallowing, which has been suggested, for instance, as a measure of staleness in bread. In this and subsequent articles, it is not proposed to discuss these adjuncts of flavour proper, but to confine our attention to the fundamental principles underlying pure flavour sensations. Nevertheless, the importance of these contributory factors to the final palatability of a confection should not be overlooked.

Smell and taste are the chemical senses—that is to say, the stimulating agents in each case are not physical influences such as temperature, pressure, light or sound, but chemical substances which act because of their molecular structure and produce nervous impulses due to chemical change.

The mechanisms of smell and taste are fundamentally alike. In both cases the essential elements are cells sensitive to particular substances, which dispatch impulses to the brain when those substances are present. In both cases the stimulating substance has to be dissolved before it is effective. Thus, although a weak

tincture of quinine has a powerful taste, dry quinine powder, which dissolves slowly and sparingly in saliva, has hardly any taste at all. Similarly odorous substances have to dissolve in the moisture covering the olfactory membrane before they evoke any sensation of smell.

It is also necessary that the surfaces of the organs of smell and taste shall be moist. We are so accustomed to having our noses detect odorous substances borne by the air that it is hard to imagine we smell in an exactly similar way to a fish. But the difficulty disappears when we remember that the smell cells in the nose will only work if they are immersed in water. And so we find in an out of the way corner of the nose a special set of little glands, whose business it is to secrete a film of moisture over the smell cells, thus creating a tiny vestigeal sea for them to work in. Odorous substances have to be dissolved in that little bit of sea in our noses before they can be perceived at all.

Organs of Taste

The special organs responsible for the sense of taste are end organs of nerve filaments which are derived from the trifacial, facial and glossopharyngeal nerves. These end organs are the taste flasks or buds, egg-shaped clusters of cells situated chiefly on the surface of the tongue, although some are scattered over the soft palate, the constricted aperture leading from the mouth into the pharynx, the epiglottis, tonsils, pharynx, and even the vocal chords. Each taste bud is a group of cells sunk below the general level and opening into the free space of the mouth by a small orifice—the gustatory pore. Each group of cells comprises the supporting cells and the gustatory cells proper, each of which terminates at the upper end in a highly refractile taste-hairlet which projects into the gustatory pore. Each taste bud presents the picture of an almost spherical group of cells, the hairlets at the top coming together to project into the gustatory pore, the lower ends being connected together into a nerve fiber. The substances which excite the special sensation of taste act by producing a change in the terminal filaments of the three nerves mentioned above, and this change furnishes the required stimulus to the taste region in the gray matter of the brain.

Classification of Taste Sensations

Only four fundamental, or pure, taste sensations are recognized by physiologists, namely: Sweet, sour, salt, and bitter. One particular taste bud is specialized to respond to one only of these four tastes. Sweet tastes are registered by those taste buds along the front of the tongue, sour tastes by those buds along the side of the tongue, salt tastes by buds in a U-shaped area inside the sweet and sour areas, and bitter tastes are registered beyond the V-shaped row of walled-in papillae near the root of the tongue.

Apart from "pure" sweet, "pure" sour, "pure" salt, and "pure" bitter tastes, all other flavour sensations are combinations of these, or combinations of one or more of these with sensations of odour, or else "pure" odour sensations alone. The importance of the odour part of the flavour "combine" must never be forgotten. For instance the flavour of that most popular substance, vanilla, is smelled, not tasted. As a matter of fact, the vanilla plant itself belongs to the orchid family, which is famous for its powerful fragrant odour. If anyone doubts this truth about vanilla, he has but to hold the nose tightly and place a drop of vanilla extract on the tongue, when no "flavour" of vanilla will be experienced. On opening the nostrils, however, the flavour becomes at once apparent.

Similarly the ethereal odours of fruits are designated as tastes because they are experienced at the same time these objects are eaten. A person who shuts his eyes and holds his nose tightly will be hard put to it to discriminate between a bit of apple and a bit of onion in his mouth.

Very disagreeable tastes are usually due to unpleasant odour sensations. Hence the practice of holding the nose when we wish to swallow castor oil or other nauseous medicine.

On the other hand some volatile substances which enter the mouth through the nostrils and stimulate the taste buds are interpreted as odours. The "odour" of chloroform is largely due to stimulation of the sweet taste buds.

It must be remembered also that some substances may stimulate sense cells which are neither smell cells nor taste cells. The sense of touch is highly developed in the tongue, especially at the tip, and with it the sensations of temperature, pain, etc. Thus, mustard, ginger, and other "hot" spices stimulate the warmth cells, peppermint stimulates the cold cells, and some substances produce a delicious tingling that is in fact a feeble pain.

Organs of Smell

The nostrils lead into two triangular cavities which are broken up and made labyrinthine by the scroll-like turbinal bones. The special olfactory or smell cells that perceive odorous substances are found at the upper end of these cavities, and on the thin partition which divides the right nostril from the left. The cells themselves are of two kinds. The sustentacular cells, the outer end of which are broad and blunt; these are of a columnar and seem to support the more delicate olfactory cells associated with the actual process of perception of odour. The olfactory cells are pigmented and bear on their free ends a tuft of six to eight hair-like processes projecting through the limiting membrane. These olfactory hairlets are less prominent in man than in most other animals, and appear to be most strongly developed in the amphibia, birds and reptiles.

The central portion of the olfactory cells are prolonged as olfactory nerve fibres into a mass of gray matter called the olfactory bulb, which rests on the cribriform plate of the ethmoid bone. From the olfactory bulb other fibers extend inward and connect with various centres in the brain, thus allowing sensations of smell to serve as a stimulus for the recall of other sensations, and for the promotion of reflex responses. An important example of reflex response is the secretion of saliva and "appetite juice" induced by the smell of a tasty morsel.

The nerves which ramify over the lower part of the lining membrane of the nasal cavity furnish the touch sense and enable us to perceive by the nose the sensations of cold, heat, tickling, pain, and pressure. It is these nerves which are affected by strong irritants such as ammonia or pepper.

Classification of Odour Sensations

Each substance we smell causes its own particular sensation and we are not only able to recognize a multitude of different odours, but able to distinguish individual odours in a mixed smell.

The classification of odour sensations is not so simple as that of taste. It is perhaps not possible to pick out what might be called the fundamental or "pure" odour sensations. While many people feel that smell is conveyed to the brain by only a limited number of components, there is no good agreement as to how many

there are or what these may be. Various systems of odour classification have been devised. In 1926, Zwaardemaker[1] attempted a classification based on the following nine odour sensations: Ethereal Smells, Aromatic Smells, Balsamic or Fragrant Smells, Ambrosial or Amber-Musk Smells, Allyl—Cacodyl Smells, Burning Smells, Caprylic Smells, Repulsive Smells, Nauseating or Fetid Smells. Zwaardemaker suggests that in the olfactory apparatus there are nine groups of cells, corresponding to these nine groups of smells, and that they are arranged in spatial order. A justification for the approximate integrity of the classification is a series of investigations in which total loss of smell was artificially and temporarily induced. During recovery of sensibility the odours remained in their particular classes, although they did not return in the order given above. For instance, burning smells returned first and repulsive smells, last.

Crocker and Henderson's[2] classification, based on the odour sensations given by some hundreds of substances, postulates that there are only four kinds of smell nerves corresponding to the components:

1—Fragrant; 2—Acid; 3—Burnt; 4—Caprylic.

The individuality of the vast number of recognizably different odour sensations appears to depend on the relative degrees of stimulation of the four components, and a proposed number system describes this type of relationship. It specifies any odour quantitatively as a four digit number with eight as the maximum possible intensity for any component. For instance, rose odour is represented by the symbol 6423, where six indicates six degrees out of a possible eight of fragrance, 4 out of 8 of sourness, 2 out of 8 of burnt, and 3 out of a possible 8 of caprylic, which is the disagreeable component suggesting putridity.

A critical study of this method was made by Boring (1928)[3] who found excellent reproducibility by different observers. Boring concludes from this study that from 2000 to 4000 different odours can be distinguished from one another by the average individual.

(Future articles will discuss relative sweetness, acidity, taste blindness, the formation of adequate tasting panels in confectionery factories, selection of competent tasters, etc.)

1. Zwaardemaker, H., 1926, Odoriferous Materials, Int. Critical Tables, Vol. 1. p. 358 (McGraw-Hill)
2. Crocker, E. C. and Henderson, L. F., 1927. Analysis and Classification of Odors, Am. Perfumer, 22, 325, 356.
3. Boring, E. G., 1928, A New System for the Classification of Odors, Am. Jour. Psychol., 40, 345.

FOOD TECHNOLOGISTS HOLD FIRST INSTITUTE

The Institute of Food Technologists, which was organized last July at the close of the Second Conference on Food Technology under the auspices of Massachusetts Institute of Technology, will hold its first meeting June 17 to 19 at the Morrison Hotel, Chicago. The program will consist of four three-hour sessions devoted to symposiums on Food Engineering and on Influence of Processing on Vitamin Content of Food, supplemented by voluntary and solicited papers on Food Preservation, Composition of Foods, Methods of Analysis of Foods, and Packaging of Foods. The third day is to be given over to visits to Chicago food manufacturing plants. Officers of the Institute are: Dr. S. C. Prescott, dean of science, Massachusetts Institute of Technology, president; Dr. Roy C. Newton, chief chemist, Swift & Co., Chicago, vice president; Dr. G. J. Hucker, N. Y. State Agricultural Experiment Station, Geneva, N. Y., secretary-treasurer.

W.C.S.A. Holds 25th Annual Convention

George W. Gronberg

Marking the Silver Anniversary of its organization, the Western Confectionery Salesmen's Association held one of its most interesting and successful conventions at the Morrison hotel, Chicago, December 14 to 16.

The convention got under way at noon on the 14th with an Industry luncheon attended by about 150 persons, including executives of the manufacturing companies, sales representatives, members of the association and guests. Max F. Burger, secretary of the National Confectioners Association, gave the principal address in which he discussed the returned goods problem and methods whereby the Industry as a whole could eliminate or at least reduce the returned goods evil. Mr. Burger was introduced by L. C. Cooper, president of the W.C.S.A., as were other prominent persons attending the luncheon.

There was no formal speaking program arranged for the business session, but business consisted largely of open forum discussion of specified subjects of interest to members of the association. One of the most important topics discussed was the possibility of the Western association becoming affiliated with the National Confectionery Salesmen's Association. Discussion along these lines was in the abstract, for the most part, since no formal proposal has been made by the national group to the western group for affiliation or merging. Nevertheless, concrete action resulted from this discussion in the form of a resolution adopted, which calls for the appointment of a committee of five, headed by Arthur Griffiths of St. Louis, to investigate the possibilities. The other members of this committee will be announced later.

Officers elected on the final day of the convention include the following: President, George W. Gronberg; vice president, Reuben H. Johnson; secretary and treasurer, George C. Burleson; and assistant secretary-treasurer Edward L. Nixon. The executive committee includes L. C. Cooper, Lon Bencini, J. H. Kenworth, and N. J. Lavezzorio.

The Western Confectionery Salesmen's Association was organized in December, 1915, at a meeting in the Hotel Sherman in Chicago. Its roster shows 64 charter members of which 41 are still alive. Most of this living group is still active in the candy business.

Sales of confectionery and competitive chocolate products during November 1939 increased 2.9 per cent over November 1938, according to figures released by the Bureau of Census, Department of Commerce. As compared with October 1939, sales increased 6.5 per cent, no adjustment being made for seasonal influence. During the first 11 months of 1939, sales were 2.4 per cent above the level of the corresponding level for 1938.

COVERAGE OF CHOCOLATE COATINGS

By LEO FREUNDLICH
Hooton Chocolate Company

VISCOSITY of chocolate coatings as determined by means of the MacMichael viscosimeter is fairly generally used in the United States as an index of their coverage value. Of course, the viscosity is of interest only as an index of coverage. Therefore, it is not only important that the viscosity shall be determined at such conditions that it is in a reasonable relationship with the potential coverage of a chocolate coating, but also that the limitations of the viscosity of a chocolate as an index of the confection-center-covering value are clearly understood.

Limited Value of Viscosity as Index of Confection-Covering Value

The viscosity of a chocolate coating as an index for coverage is only of limited value. The potential coverage value of a chocolate coating depends not only on the viscosity, but also on the fineness, the composition, the added lecithin content and composition, and the moisture content. This may be expressed in the following formula:

Potential Coverage ~ Viscosity $\times$ F $\times$ C $\times$ Lc $\times$ Ml.

F is a factor depending on the fineness, C is a factor depending on the composition, Lc is a factor depending on the amount of added lecithin and the composition, and Ml is a factor depending on the moisture content, this factor being largely modified by added lecithin.

When F, C, L and M are practically the same, viscosity becomes a direct index for potential coverage, and to this extent the viscosity determined at reasonable conditions can be relied upon as a dependable index for potential coverage of any particular type of chocolate which has been milled in the same way, which has the same composition, to which the same amount of lecithin has been added (which may be nil) and which has a "normal" moisture content.

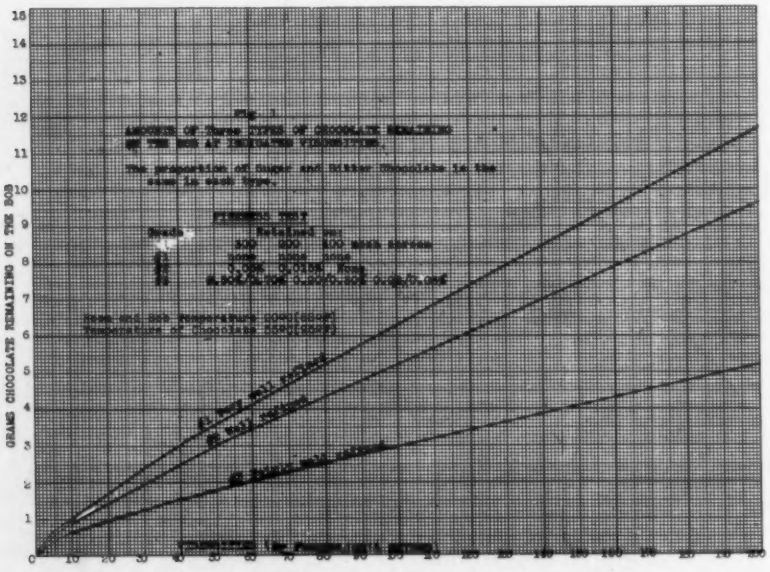
If any of the mentioned factors are changed, the viscosity does not indicate any longer the coverage of the new type of chocolate in comparison with the old type.

A Direct Test for Coverage—The Bob Test

K. E. and J. P. Langwill (1) have pointed into the right direction for the determination of coverage by using the Jordan Covermeter (2). The principle of applying a bob, dipping it into the chocolate to be tested, letting it drain and weighing the amount of chocolate remaining on the bob can be used successfully for obtaining an index of the coverage value of chocolate independent of all variable factors.

The amount of chocolate remaining on the bob depends on the size and shape of the bob. This amount is not exactly in direct proportion to the surface area of various bobs, and in addition, this amount does not vary in the same relative manner for different viscosities of a chocolate whatever the size and shape of the bob may be.

It becomes at once desirable that the bob and the conditions of the test shall be chosen so that a very simple relationship exists between the amount of chocolate of different viscosities remaining on the bob and these viscosities and that this relationship is expressed preferably by a straight line. There can be no question that if such a simple relationship could be obtained for any set of conditions of carrying out the viscosity test, for any size and shape of the bob and any set of conditions of carrying out the bob test, we



Amounts of Three Types of Chocolate Remaining on the Bob at Indicated Viscosities. Proportion of Sugar and Bitter Chocolate Is Same in Each Type.

1. K. E. and J. P. Langwill, *Cocoa and Chocolate*, May, 1936.
2. "Q" in "That Reminds Me," THE MANUFACTURING CONFECTIONER, July, 1938, probably refers to the bob of the Jordan Covermeter.

— THE BOB TEST

would have "ideal" conditions for all these tests.

These "ideal" conditions have been approached by me fairly well.

When carrying out the MacMichael viscosity determination under the conditions previously proposed by me (3) (I repeat these conditions: temperature of the chocolate 95°F. (35°C.), 24 wire, 7 cm. diameter inner cup, 2 cm. diameter cylindrical plunger, 35 r.p.m. and 3 cm. immersion) and when using the bob described below under the conditions recommended in the following, the graphic illustration expressing the amounts of chocolate remaining on the bob in relation to the viscosities of this type of chocolate is a straight line for the viscosities from about 60 up and this straight line continues for the lower viscosities in a "normal" looking curve directing towards zero, as may be seen in Fig. 1. Due to this simple relationship of the amounts of chocolate remaining on the bob and, therefore, the potential coverage of the chocolate and its viscosities, an index of the potential coverage is obtained for any viscosity of this chocolate as soon as a few determinations have been carried out at different viscosities.

As a result, it is possible to investigate and study easily the modification or change of the potential coverage value caused by any changed or varied factors, such as composition, or fineness, or lecithin content, or moisture content and any other modifications of a chocolate.

Bobs, all ½ inch in diameter, 2 inches long with pointed ends, 2 inches long with rounded ends and 1 inch long with rounded ends were tried. The bobs 2 inches long and with rounded ends proved to be more suitable giving more nearly the "ideal" straight line relation above referred to when the viscosity and bob tests are carried out as recommended by me. A wire was driven into one end of the bob, the wire was flattened at the free end and a hole was bored, so that the bob could be easily attached to an analytical balance, or suspended on a hook or nail in a room or compartment in which a uniform temperature can be maintained during the test.

When carrying out bob tests at various temperatures of the chocolate, it was found that results could be fairly easily and very closely duplicated with the chocolate at 35°C. (95°F.) when the chocolate was carefully cooled from 40°C. (104°F.) or a higher temperature. Milk chocolate should not be heated above 115°F., however. Contrary to the preparation of the sample for the MacMichael viscosity test, the cooling must be carried out slowly, preferably by using a water bath of 35°C. (95°F.) in a double boiler. When lowering the temperature of the chocolate by air cooling, constant stirring is necessary to avoid cooling of any parts of the chocolate considerably below 35°C. (95°F).

Thus, the chocolate is placed into the double boiler, melted (or heated) above 40°C. (104°F.) and cooled to 35°C. (95°F.). The bob, which had been kept in a room or compartment for a sufficient length of time to acquire the temperature of the room, is dipped vertically into the chocolate to a mark on the wire, ¼ inch above the bob, and as soon as the chocolate closes at the mark, the bob is removed vertically from the chocolate and attached in the room or compartment on a hook or nail. The chocolate is permitted to drain as long as it will. A thermometer is placed near the point at which the bob is suspended and the temperature is noted as the room and bob temperature before dipping the bob into the chocolate. (The temperature usually will rise somewhat after suspending the dipped bob.)

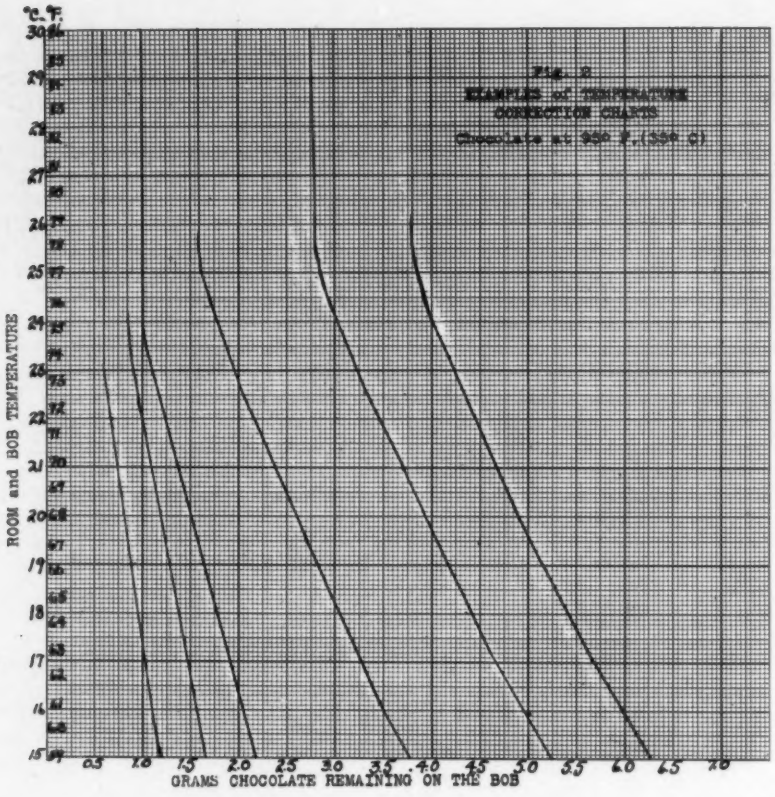
In tests carried out so far the temperature of the room and bob varied from 11°C. (52°F.) to 31°C. (88°F.) As a result, I prefer to use temperatures above 15°C. (59°F.) because the test is less reliable at the lower temperatures. The amount of chocolate remaining on the bob depends to a large extent on the bob and room temperature up to about 26°C. (79°F.), above which temperature there is little change. If it were not for the fact that the "ideal" straight line relationship between the viscosity and the amount of a chocolate remaining on the bob exists at 20°C. (68°F.), room and bob temperatures of or above 26°C. (79°F.) would be preferable.

When the temperature of the chocolate was 37.8°C. (100°F.), for some reason which I do not understand so far, the amount of chocolate remaining on the bob was frequently greater than it was with the chocolate at 35°C. (95°F.), where-

3. Leo Freundlich, *Food Industries*, November, 1937, and November, 1939.

THE AUTHOR

Leo Freundlich, the author of this treatise on the "bob test" method of determining the coverage value of chocolate coatings, was born and educated in Germany. He studied at the Universities of Heidelberg and Wuerzburg and received his Ph.D. from the latter institution in 1923. He came to the United States in December, 1923, and was connected with an analytical laboratory in the dairy industry for about six months and then with a laboratory in the dyestuff industry for a year and a half, as a research and control chemist. Later, he worked in a consulting laboratory for three and a half years as chemist for research, development and difficult analysis. In 1929, he became chief chemist for Runkel Brothers, and in 1931, he left this position to become associated with Hooton Chocolate Company, also in the capacity of chief chemist.



Above—"While Temperature and Chocolate-Amount-on-the-Bob Curves Are Usually of Very Similar Shapes, Deviations Are Noted at Times." Examples of Temperature Correction Charts.

as it must be expected to be always smaller at 37.8°C. For this reason the determination at 37.8°C. is considered less reliable by me, although there is only a small difference between the amounts remaining on the bob with the chocolate at 35°C. and 37.8°C. respectively.

When the temperature of the chocolate is 40°C. (104°F.) the advantage is that samples can be prepared for the test rapidly without the great care required at the lower temperatures and that reliable results are obtained, but the results depart from the "ideal" straight line relationship of the amounts of chocolate remaining on the bob and the viscosities, which is a distinct disadvantage.

On the basis of my experience with the chocolate at various temperatures and with different temperatures of the bob and room, I am presently recommending 35°C. (95°F.) as the temperature of the chocolate, and 20°C. (68°F.) as the temperature of the bob and room, when investigations are involved for the study of potential coverage in relation to viscosities. If an incubator adjustable for 20°C. or other facilities are available for maintaining a room and bob temperature of about 20°C. (68°F.), only one test is necessary. If one has to rely on the temperature of the rooms available, determinations are carried out at two or more room temperatures, a temperature and chocolate-amount-on-bob curve is charted and the amount of chocolate at 20°C. is taken from the chart. While these temperature and chocolate-amount-on-bob curves are usually of very similar shape (Fig. 2), deviations are noted at times. Therefore, determinations at two temperatures are recommended, until sufficient experience is gathered for accurate estimation of the amount of chocolate remaining on the bob at the standard temperature from the determination carried out at any room temperature.

For routine control work, when the relation to other viscosities or to other

(*Turn to page 32, please*)

Below—Example of Amount of One Type of Chocolate Remaining on the Bob at Different Viscosities. Room Temperature Was at 68° Fahrenheit, and Temperature of Bob and Chocolate Was 104° Fahrenheit.

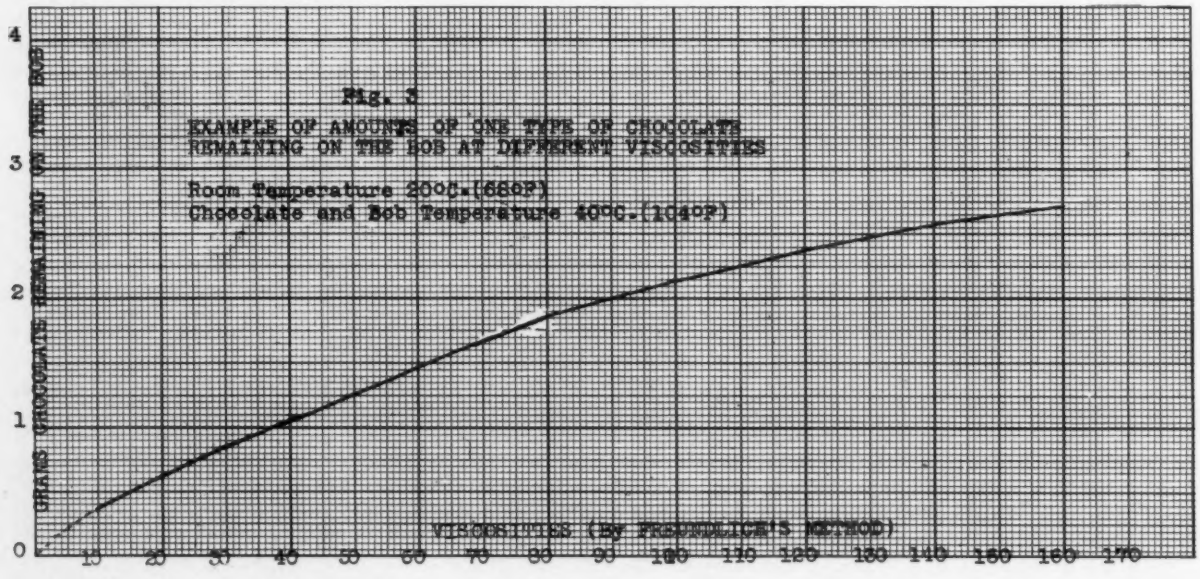


Fig. 3
EXAMPLE OF AMOUNTS OF ONE TYPE OF CHOCOLATE REMAINING ON THE BOB AT DIFFERENT VISCOSITIES
Room Temperature 20°C.(68°F)
Chocolate and Bob Temperature 40°C.(104°F)
GRAMS CHOCOLATE REMAINING ON BOB
VISCOSITIES (BY PREDICKE'S METHOD)

THE Manufacturing RETAILER

AIR CONDITIONING THE RETAIL SHOP

By GEORGE A. EDDINGTON

THIS SEEMS like a poor time to be talking about air conditioning, what with the mercury standing somewhere near zero and snow on the ground. But the fact is that the lull between Christmas and the next real candy-selling holiday season offers the best time for the retail manufacturer to make what changes he deems necessary to introduce air conditioning to his shop and to his store, or stores. Unless the work contemplated is unusually elaborate, you could have your air conditioning set-up complete before the Easter rush begins, and then you would be all set for summer.

Most retail manufacturer's stores today are offering ice cream, and those that don't have it usually are planning to take it on before long. If your air conditioning plans cannot be so great as to include conditioning of the entire store, it is often possible, by installing a slightly larger refrigeration unit, to use the cooling system for the ice cream cabinet to cool your candy cases. This entails some slight readjustment of your cases, because these must be made more or less air tight so that the cool air introduced into them does not escape too readily, thereby taxing the capacity of your cooling unit.

Candy cases do not need to be as cold as your ice cream cabinet, of course. If the cases can be kept around 60° to 63° F., that is sufficient to keep your candy in good condition. The duct system to bring the cool air from the cooling unit to the cases and to draw off the warm air, can be quite simple. What you do in this case will depend, of course, on the size of your store, the position of your ice cream cabinet in relation to the candy cases, the number of cases to be cooled and their size, and a number of other factors. One big factor which may make a difference is the position of lights for the candy cases. If, as is often the case, the candy counters are lighted by electric bulbs placed inside the glass, some method of insulating them will have to be found. A single 40-watt bulb throws off a lot of heat and can, if located inside your candy case, make a considerable difference in the amount of refrigeration required to keep your candies cool.

Air conditioning the store itself is a rather simple matter today. If you have a small store, you can buy a single small air conditioning unit which will keep that store at a comfortable temperature no matter how hot it gets outside. As compared with a few years ago, the air conditioning people have made tremendous progress in developing units for smaller installations which will do for the small place what the big, expensive installations are doing for the large room areas involving thousands of cubic feet. I have seen several candy store conditioning units which did the business and which involved nothing more than bringing cool air from the basement, running it through filters to purify it and to eliminate basement odors, and blowing it into the room to be cooled by means of a simple air duct equipped with an ordinary electric fan. Warm air was led off through another duct also equipped with a fan. In at least one other case, where the candy-making shop was in the rear of the store, I have seen cold air brought in from the packing and storing room in much the same manner as described.

It seems to me that proper handling of retail shop candy today almost demands that some sort of air conditioning or cooling be available. So far as the store is concerned, cooling of the cases assures you of superior quality, which is the big reason why people buy from the retail candy maker. As for the store, it seems to be just a good psychological move to have air conditioning if you can, for today people will buy in a conditioned store on a hot day, even though the merchandise

ALMOND TOFFEE

7 lb. sugar 5 lb. corn syrup 2 qt. water.

Put on heat and bring to boil. Have ready 4 lb. chopped almonds, blanched or unblanched. When batch gets up to 240 F., add the almonds and stir constantly until the batch gets to a good straw color (about 285 F.) Break in 1 lb. of good quality creamery butter and continue cooking up to about 290 F. or slightly higher.

Set off the fire and add 1½ oz. baking soda and 1 oz. salt. Stir until sharp heat is dissipated. Then turn out on a warm greased slab and spread thin with a spatula. Over this sprinkle about 1 lb. more of chopped almonds. Cut into squares.

This can be sold as is, or the squares can be partially dipped, that is, just the lower portion, with dark or milk chocolate. Makes a fine-eating piece.

Display

If the batch is cut into squares, either dipped or undipped, the candy can be displayed in a variety of ways just as other piece candies are shown. However, a more effective way of displaying this candy is not to cut it into squares, but to break it into large pieces with a hammer, and then place these large pieces, end up, in a large bowl which becomes the center piece of your general window display. If you have obtained a good color for your toffee, this large feature display will attract a lot of customers, especially at this time of year when crunchy candies are much in demand.

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they get in the conditioned store may lose a lot of its crispy goodness a few minutes after they step out into the hot summer sun. You cannot be responsible for what happens after they leave your store, but you can make your store so inviting that they will come in to buy, and by proper handling of your candies in the store, you can assure them they are getting the best, at least at the time of purchase.

Back in the candy-making shop we have always had some sort of air conditioning, of course. In the old days this perhaps consisted of a simple ice cooler in which we placed trays of chocolate, etc., after they were dipped. No doubt a good many retail shops still have nothing more elaborate than that, while others may have regular mechanical refrigerators equipped with drawers for the same purpose. No large cooled storage space is required by the small shop. Candy is made from day to day, and a cooler that will handle 300 to 400 pounds would be sufficient. In one of the shops where I worked we had such a cooler. Its total capacity was 400 lbs., but we cooled all the Easter eggs we made (20,000 lbs.) with that single cooler.

It is nice, of course, to have a completely conditioned shop, but it is my opinion that a good many of the smaller shops would not find it economical to install an air conditioning system unless these shops happen to be located in parts of the country where the weather gets extremely hot and humid and stays that way for long periods of time. In such localities, of course, a conditioning system for temperature and humidity control is essential for continued production. Back in the old days we made what we could when the weather was right. If it rained, we just had to stop production until it quit. In other words, you did the best you could under existing conditions. But with temperature and humidity control today, every day is a good day. No more working all night to turn out next day's goods because it was too hot today to make candy. No more calling for dipping girls to come in and then sending them home because weather conditions prohibit production. There's no question about it, modern air conditioning and interior weather control have made wonderful improvements in candy making, and they have given the retail manufacturer a better control over costs, particularly labor costs.

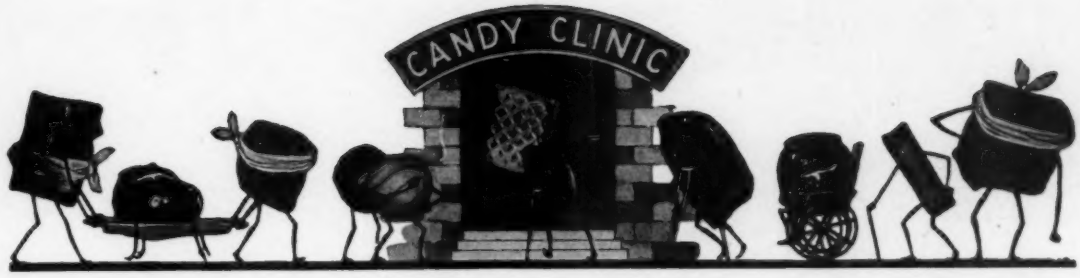
I believe the candy superintendent in the retail shop can do a lot to help himself improve cooling conditions in his shop. I recall a dipping and storage room we made in one of the shops where I worked. This shop had a large box standing over in one corner of the workshop. It was used for storing candy and had a refrigerating unit. But it was much larger than required for storage, since we made just enough stuff each day to supply our several stores and did not keep much over longer periods of time. We needed a dipping room, and this large box seemed suitable for the purpose. It was 40 ft. x 40 ft., well-built, and since our dipping department was often hampered by unsuitable weather, it appeared to be the logical means for solving our problem.

We took this box completely apart, put the refrigerating mechanism down in the basement, and hung the cooling units from the ceiling. Then we rebuilt this box, dividing it into two parts, one for dipping and one for storing and packing. We put a door between the two rooms. We were then able to dip chocolates and pack any time of the year, day or night. I believe this old storage room is still being used as the dipping and packing room by the firm today.

Not many retail candy shops use a chocolate coating machine. Some of the shops manufacturing for chains of retail stores must have them to produce the volume required for these stores. Where the retail shop has a coater, the set-up must be like that used in the wholesale commercial candy factory, with a properly cooled tunnel, proper heat and cold control for the machine itself, and all that sort of thing. As a rule, too, the end of the machine coating line is in a refrigerated room where the packing girls take the finished goods from the delivery belt and either put it on trays for storage or pack it in boxes. In either case, the room must be at a temperature which prevents the pieces from becoming finger-marked.

In a general way, I should say that air conditioning and temperature and humidity control can do for the retail manufacturer what they are doing for the commercial manuacturer. In summer, as a rule, the retail manufacturer makes what he needs from day to day. He doesn't store much. Demand has slackened off. Rainy and humid weather often prohibit making even the goods which our stores need from day to day. Come Fall, the demand increases and often our facilities are taxed to keep up. Christmas and Easter and some of the lesser holidays represent our biggest selling seasons and we must work night and day to keep ahead of our trade. Thus, we have periods of inactivity and other periods when we are frantically doing everything we can to produce Christmas or Easter or other holiday goods.

With an air conditioned work shop and properly cooled storage facilities, we can utilize some of our slack periods to build up stock for the heavy-demand seasons. The result of this will be more steady employment for our helpers, better working conditions in the shop, less overtime, and better control over costs.



THE INDUSTRY'S CANDY CLINIC

HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of THE MANUFACTURING CONFECTIONER.

Holiday Packages—Hard Candies

CODE 1A40

Assorted Chocolates—1 lb.—23c

(Purchased in a drug store, Dayton, Ohio)

Appearance of Package: Good.
Box: Two layer, full telescope type, white printed in blue, cellulose wrapper.
Appearance of Box on Opening: Fair.
Number of Pieces: 32—2 foiled—2 Jordon Almonds.
Coating: Dark.
Color: Good.
Gloss: Bloomed.
Strings: Fair.
Taste: Very cheap.
Centers:
Maple Cream: Fair.
Marshmallow: Tough.
Orange Cream: Good.
Coconut Cream: Good.
Lemon Cream: Rancid.
Vanilla Cream: Good.
Vanilla Nut Caramel: Good.
Chocolate Fudge: Good.
Pink Cream: Could not identify flavor.
Nougat: Fair.
White Cream: Could not identify flavor.
Jordan Almond: Good.
Peppermint Cream: Good.
Assortment: Too small.
Remarks: Candy is not up to the standard sold in chain stores at 20c the pound.

CODE 1B40

Hard Candy Jar—no weight on jar—20c

(Purchased in candy store, Chicago, Ill.)

Appearance of Jar: Good.
Size: Good.
Jar: High flued, black screw cap, brown and silver seal.
Colors. Good.
Stripes: Fair.
Gloss: Good.
Flavors: Fair.
Remarks: Candy is well made and looked good, but flavors are not up to standard. Large looking jar, cheaply priced at 20c.

CODE 1C40

Assorted Chocolates—2½ lbs.—59c

(Purchased in a drug store, Dayton, Ohio)

Appearance of Package: Good.
Box: Two layer, red bottom, white top printed in gold, Christmas Band.
Appearance of Package on Opening: Fair.
Number of pieces: 84—4 foiled—1 jordan almond.
Coating: Dark.
Color: Good.
Gloss: Fair.
Strings: Crude.
Taste: Very cheap.
Centers:
Coconut Cream: Good.
Nougat: Fair.
Vanilla Caramel: Fair.
Pink Cream: Fair.
Red Jelly: No flavor.
Maple Cream: Good.
Peanut Butter Blossom: Good.
Chocolate Caramel: Scrap taste.
Molasses Chew: Fair.
Vanilla Cream: Fair.
Peppermint Cream: Good.
Orange Cream: Good.
Almond Top Cream: Fair.
Jordan Almond: Good.
Assortment: Too small.
Remarks: At the price of this candy very little can be said. Manufacturing of centers was poorly done, coating was of the cheapest and dipping was very carelessly done. Box is too large and packing was carelessly done.

CODE 1D40

Assorted Chocolates—1 lb.—60c

(Sent in for Analysis No. 4378)

Appearance of Package: Good.
Box: Two layer, extention type, light brown wood grain paper printed in green, cellulose wrapper.
Appearance of Box on Opening: Good.
Number of Pieces: 34—2 pieces foiled.
Coating: Light.
Color: Good.
Gloss: Good.
Strings: Plain but good.
Taste: Good.
Centers:
Vanilla Creams: Good.
Maple Creams: Good.
Strawberry or raspberry cream: Cream: Good.
Flavor: Needs checking up.
Orange Cream: Good.
Caramel and Cream: Good.
Lemon Cream: Fair.
Assortment: Too small.

CANDY CLINIC SCHEDULE FOR 1940

The monthly schedule of the Candy Clinic is listed below. When submitting items, send duplicate samples by the 1st of month preceding the month scheduled.

JANUARY—Holiday Packages; Hard Candies

FEBRUARY—Salted Nuts; Chewy Candies; Caramels

MARCH—Assorted One-Pound Boxes of Chocolates

MAY—Easter Candies and Packages; Molded Goods

JULY—Gums and Jellies; Marshmallows

AUGUST—Summer Candies and Packages; Fudge

SEPTEMBER—Bar Goods of all types

OCTOBER—Home Mades: 5c-10c-15-25c Packages Different Kinds of Candies

NOVEMBER—Cordial Cherries; Panned Goods; 1c Pieces

DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages

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Remarks: Box is good looking, packing is good. Box is deceptive for a one pound box as it is entirely too high.

Chocolates are not in the 60c a pound class, pieces are too large, coating is too thin on some of the pieces and assortment is entirely too small. If these chocolates were to be sold in bulk the top price retail would be 30c. Some of the chain stores have superior chocolates at 25c and 30c the pound. Many 60c a pound chocolates on the market have better coating, are hand dipped and have as many as 20 kinds to the assortment.

CODE 1E40

Assorted Chocolates—1 lb.—$1.00

(Sent in for Analysis No. 4380)

Appearance of Package: Good.

Box: Two layer extention type, pink embossed paper, name in gold, cellulose wrapper.

Appearance of Box on Opening: Good.

Number of Pieces: 55 milk coated, 2 2 foiled, 4 Jordan almonds.

Coating: Milk: Good.
- **Color:** Good.
- **Gloss:** Good.
- **Bag Work:** Good.
- **Taste:** Good.

Centers:
- **Nut Jelly:** Good.
- **Cream & Almond:** Good.
- **Yellow Cream:** Could not identify flavor.
- **Brazil Nut:** Good.
- **Lemon Cream:** Good.
- **Raspberry Cream:** Good.
- **Cordial Strawberry:** Good.
- **Orange Cream:** Good.
- **Maple Pecan Cream:** Good.
- **Dates:** Good.
- **Caramel and Cream:** Good.
- **Vanilla Chew:** Partly Grained.
- **Filbert Clusters:** Good.
- **Pecans:** Good.
- **Peppermint Cream:** Good.
- **Jordan Almonds:** Good.

Assortment: Too small.

Remarks: Box is neat but not in the dollar class. Also is deceptive as it is too high.

Chocolates are not in the dollar class. All dollar boxes on the market containing one pound of chocolates are hand dipped, have very large assortments, as many as thirty different kinds. This box contained mostly creams, on the bottom was printed "chocolates, milk and dark coated," but box contained all milk coated pieces. If these chocolates were to be sold in bulk, we feel the top price would be 50c the pound not including the nut meats or Jordan almonds. Many retail candy stores sell a line of bulk chocolates superior to these at 50c and 60c the pound.

CODE 1F40

Pecan Candies—1 lb.—$1.00

(Sent in for Analysis No. 4375.)

Appearance of Package: Neat and attractive and different.

Box: Round tin, sealed opened with a key same as a tin of coffee. Court scene in New Orleans in colors.

Appearance of Box on Opening: Good.

Contents: Pecan Pralines, Pecan Kisses, Pecan Chews, Pecan Buttercrunch.

Appearance of Box on Opening: Good.

Pecan Buttercrunch wrapped in gold foil.
- **Color:** Good.
- **Texture:** Good.
- **Taste:** Good.

Pecan Kisses cellulose wrappers.
- **Color:** Good.
- **Texture:** See Remarks.
- **Taste:** Good.

Pecan Pralines, amber color cellulose wrappers.
- **Color:** Good.
- **Texture:** Too dry and hard.
- **Taste:** Good.

Hard Candy Pecan Wafers:
- **Color:** Good.
- **Texture:** See Remarks.
- **Taste:** Good.

Remarks: Candy is of good quality. Container is very good looking. Scene is very well done and the color scheme is perfect for a tin container.

Suggestions: Pick pecans over more carefully as a number of shells were found in the candy.

Candies would eat better if pecans were larger.

Pecan kisses would eat better if candy was cooked higher; this would give kisses a better chew.

Pecan Pralines were very hard and dry. Suggest more butter be used also a small amount of a low melting point coconut oil or butter.

Hard candy wafers are a trifle too soft, they would eat better if cooked higher also use large pieces of pecans. Hard candy pieces should be wrapped in wax paper as they were stuck together.

If the suggestions are followed and quality is kept up this should "go places" at $1.00 the pound.

CODE 1G40

Assorted Chocolates—1 lb.—75c

(Sent in for Analysis No. 4379)

Appearance of Package: Good.

Box: Two layer extention type, Buff color printed in gold, cellulose wrapper.

Appearance of Box on Opening: Good.

Number of Pieces: 9 light coated, 2 foiled, 19 dark coated.

Coatings: Light and Dark.
- **Colors:** Light: Good — Dark: too dark.
- **Gloss:** Fair.
- **Strings:** Fair.
- **Taste:** Light: Good — Dark: Fair.

Dark Coated Centers:
- **Lemon Cream:** Good.
- **Orange Cream:** Good.
- **Yellow Cream:** Could not identify flavor.
- **Fruit Cream:** Good.
- **Vanilla Cream:** Good.

Light Coated Centers:
- **Maple Pecan Cream:** Good.

(*Turn to page* 30, *please*)

THE Standard

Exchange

CITRUS PECTIN *for* CONFECTIONERS

WIRE OR WRITE FOR SAMPLES AND FORMULAS

CALIFORNIA FRUIT GROWERS EXCHANGE

189 W. Madison St., Chicago, Ill.

PRODUCTS DEPARTMENT
ONTARIO, CALIFORNIA

99 Hudson St., New York, N. Y.

IMMEDIATE DELIVERY FROM WAREHOUSE IN NEW YORK, CHICAGO, SAN FRANCISCO

EDITORIAL

Candy Technology

FIRST meeting of the recently-formed Institute of Food Technologists will be held in Chicago in June, according to an announcement just received. Full particulars are given in another section of this issue. The Institute was organized in Cambridge, Mass., last July, at the close of the second conference on food technology held under the auspices of Massachusetts Institute of Technology. Membership in the Institute is open to chemists, bacteriologists, process engineers, and others similarly trained or experienced in the manufacture, preservation or handling of food.

The Institute already includes in its membership a number of candy technicians and candy factory chemists. It is sincerely to be hoped that wider acquaintance with the work and aims of the Institute will draw even greater participation by qualified persons in our industry. The requirements for membership are liberal, yet sufficiently restricted to maintain the proper professional balance. Graduation from a college or university with majors in at least two such sciences as chemistry, physics, biology, microbiology and engineering in relation to food handling and processing are regarded as desirable prerequisites to membership eligibility, but an experience of at least three years in some type of technological work with foods will also meet minimum requirements for full membership.

The candy industry, especially the technical side of candy production, has long needed a forum in which its technical men could meet and discuss their problems in the professional manner of scientists. The candy executives have their association, the salesmen theirs, the credit people theirs—but the superintendents, the chemists, the practical candy makers have so far been kept in the background, or when they have been given place in the activities of associations of our industry, their discussions have usually had to carry the tinge of competitive relationship instead of remaining in the realm of pure science. With the formation of the Food Technologists' Institute, the candy scientists, trained or practical, may find their proper sphere and eventually achieve, as a group, the stature they richly deserve and which will be of distinct benefit to the entire industry.

Why Not a Candy Package?

AMERICAN Management Association, in announcing another packaging competition for the Irwin D. Wolf award, lists the winners of the first awards during the years that the competition has been held. It is significant to note that no candy package has ever won the first award. Entries for this year's competition close on February 10. In view of the fact that most candy packages must be revised to conform to the requirements of the New Food-Drug Law, it would seem that now as never before our industry has the opportunity to participate more generally in this competition and that a candy package might have a better-than-average chance to capture the first award. It should be understood, of course, that beauty of design alone will not win the prize. Rather, the package must represent the product it carries and, in some cases, the solution of a packaging problem. We have a number of such problems in candy packaging and we have a host of good representative package designs. Why not, then, submit our best packages for judgment in this competition? Certainly, our industry can do as well as other industries which depend on packaging to move their merchandise.

"Home-Mades"

ACCORDING to a bulletin issued by the National Confectioners Association, a cease and desist order has been entered against a food manufacturer by the Federal Trade Commission, ordering this manufacturer to refrain from advertising that his products are "home-made" and "home-cooked," when in fact such products are made in a factory, unless such products are actually made or cooked in the manner of the ingredients characteristic of the preparation of such products in the home, for consumption in the home, as distinguished from factory-made products.

With greater pressure being brought to bear upon food manufacturers by consumer groups, it may be that terms commonly used and quite generally understood by our industry, but not so well understood by the consumer, may come under the critical eye of the FTC. Everyone in the candy industry knows what the term "home-mades" means as applied to candy. But is the customer who buys these candies always aware of the true meaning of the term? Another term quite commonly used in our industry is "barley sugar." During the course of years we have had many inquiries from readers as to the exact meaning of the term. In England, manufacturers actually add a barley solution, but barley sugar as it is popularly known in this country is sugar which has been browned or slightly scorched to the color of ripe barley. Generally speaking, the public does not understand the term unless the manufacturer explains it fully.

Still a third term which carries a lot of ambiguity is "salt water taffy." Nine out of ten buyers of salt water taffy, so-called, probably believe that it is made with salt water. Among ourselves these terms may be perfectly clear, but manufacturers need to be careful in using them on packages or in advertising directed to the buying public. If such terms are misleading, even unintentionally, manufacturers may be put to considerable embarassment if a militant consumer group chooses to make them victims of public "witch-burning."

This New Bag May Save You a Damage Suit!

NAILS, chips, and splinters that find their way into your products can, and sometimes do, lead to expensive damage suits.

But there's no grief from nails, chips, or splinters with the new, multiple-ply paper shipping bags in which Franklin Baker's Coconut now comes to you! Moreover, these new shipping containers bring you other definite, money-saving advantages . . .

1. PERFECT PROTECTION—multiple-ply waterproofed construction . . . 100 lbs. net.

2. LESS FREIGHT—tare on 100-lb. bag is only 3 lbs., as compared to 22 lbs. for the old-fashioned case.

3. EASY TO HANDLE—gross weight only 103 lbs. as compared to 162 lbs. for wooden case.

4. EASY TO OPEN—simply cut off top of bag.

5. EASY TO USE—coconut more loosely packed for easier pouring and weighing.

6. SAME FINE COCONUT—Baker's GEM, favorite of the trade. In paper bags, GEM is available in 2 popular cuts—Macaroon and Medium. Each is uniformly white—*crammed with delicious flavor.* Order GEM today. In the new shipping bag, GEM brings you greater satisfaction than ever!

FRANKLIN BAKER'S COCONUT

***Franklin Baker Division* of General Foods Corporation, Hoboken, N. J.**

CANDY CLINIC—

(*Continued from page* 26)

Assortment: Entirely too small.

Remarks: Box is neat and attractive, but chocolates are not up to standard of 75c chocolates. Assortments in 75c a pound chocolates contain as many as 25 different centers. Coatings are not of the quality used on 75c chocolates also all chocolates at this price are hand dipped. Pieces are too large, box is deceptive as it is too high. If these chocolates were to be sold in bulk the retail price would be about 30c the pound. Superior chocolates can be purchased in chain stores at 30c the pound.

CODE 1H40

Assorted Chocolates—1 lb.—$1.00

(Sent in for Analysis No. 4377)

Appearance of Package: Good.

Box: Two layer extention type, overall embossed gold, name in black, neat and attractive looking box.

Appearance of Box on Opening: Good.

Coating: Dark and Light.
- **Colors:** Good.
- **Gloss:** Good.
- **Strings:** Good.
- **Taste:** Good.

Dark Coated Centers:
- **Orange Creams:** Good.
- **Glace Walnut:** Good.
- **Vanilla Buttercream:** Good.
- **Cherry Cream:** Good.
- **Fruit Cream:** Good.

Light Coated Centers:
- **Glace Walnut:** Good.
- **Vanilla Buttercream:** Good.
- **Fruit Nougat:** Good.
- **Cordial Pineapple:** Good.
- **Cordial Cherry:** Good.
- **Molasses Stick:** Good.
- **Vanilla Stick:** Good.
- **Molasses Chip:** Good.
- **Cordial Raisin:** Good.
- **Panned Filbert:** Good.
- **Almonds:** Good.
- **Jordan Almonds:** Good.

Asortment: Good.

Remarks: Candy was well made and of good quality.

CODE 1I40

Christmas Stocking—4½ ozs.—10c

(Purchased in a retail store, Boston, Mass.)

Appearance of Package: Good.
Red cheese cloth stocking, red and gold printed clip on top.

Stocking Contained: Assorted hard candies.
- **Colors:** Good.
- **Gloss:** Good.
- **Stripes:** Fair.
- **Flavors:** Fair.

Remarks: This is a cheap novelty at 10c and one of the best that the Clinic has examined this year. Some of the flavors were not up to standard but too much can not be expected at this price.

CODE 1J40

Fruit Bar—1¾ ozs.—5c

(Sent in for Analysis No. 4376)

Appearance of Bar: Good.

Size: Good.

Wrapper: Foil printed in blue.

Coating: Light.
- **Color:** Good.
- **Taste:** Good.

Center: Too dark.
- **Texture:** Good.
- **Taste:** Fair.

Remarks: Considerable trouble can be expected when the manufacturer's name is not printed on the wrapper or container. Center is entirely too dark for a fruit bar. Suggest a small amount of lemon be used to give the center more flavor.

CODE 1K40

Assorted Holiday Chocolates—3 lbs.—$1.00

(Purchased in a drug store, Boston, Mass.)

Appearance of Package: Good.

Box: Two layer embossed white paper printed in gold, red bow of ribbon upper left corner, full telescope type, cellulose wrapper.

Appearance of Box Opening: Good.

Coatings: Dark and Light.
- **Colors:** Good.
- **Gloss:** Good.
- **Strings:** Good.
- **Taste:** Fair, for this priced candy.

Number of Pieces: 61 light coated, 2 foil, 2 Jordan almonds, 44 dark coated pieces.

Light Coated Centers:
- **Molasses Chew:** Good.
- **Nut Nougat:** Good.
- **Vanilla Caramel:** Good.
- **Chocolate Nut Caramel:** Good.
- **Vanilla Cream:** Good.
- **Maple:** Cream: Good — Flavor: Fair.
- **Jelly:** Could not identify flavor.
- **Pink Nougat:** Lacked flavor.
- **Red Jelly:** Could not identify flavor.
- **Lemon Cream:** Slightly rancid
- **Pistaschio Cream:** Fair.
- **Chocolate Cream:** Good.
- **Pink Cream:** Cream hard and dry—could not identify flavor.
- **Orange Cream:** Fair.
- **Coconut Cream:** Dry.
- **Butterscotch:** Fair.
- **Vanilla Cream:** Good.

Dark Coated Centers:
- **Vanilla Caramel:** Good.
- **Nut Nougat:** Good.
- **Chocolate Cream:** Good.
- **Butterscotch:** Fair.
- **Vanilla Cream:** Fair.
- **Molasses Chew:** Good.
- **Pink Cream:** Could not identify flavor.
- **Twin Almonds:** Good.
- **Jelly:** Could not identify flavor.
- **Molasses Hard Candy:** Good.
- **Maple Cream:** Flavor: poor.
- **Jordan Almonds:** Fair.

Assortment: Good.

Remarks: Candy is not up to the standard of 30c the pound chocolates. Many pieces were coated very thin, some cream centers were too dry and some were hard, flavors were of the cheapest kinds. Butterscotch did not have a good butter taste, the molasses chew lacked a molasses flavor. Suggest centers be checked up, also flavors. Packing was neatly done, box is good looking and nearly finished up. If repeat business is expected with this box, the quality will have to be improved.

CODE 1L40

Hard Candy Sticks—4½ ozs.—8c

(Purchased in a department store, San Francisco, Cal.)

Appearance of Package: Good.

Size: Good.

Box: Printed folding box, printed colors, different kind of animals, cellulose wrapper.

Appearance of Box in Opening: Fair.
About fifty per cent of sticks were broken.

Colors: Good.

Gloss: Good.

Stripes: Good.

Flavors: Fair.

Remarks: This is a large package of sticks at the price of 8c.

Sticks were well made but flavors are not up to standard. Suggest good oil flavors be used, the increase in cost would be very little.

CODE 1M40

Filled and Hard Candies—2½ lbs.—49c

(Purchased in a dept. store, San Francisco, Cal.)

Appearance of Package: Good.

Container: Red round friction top tin can, green and white printed seal.

Filled Pieces:
- **Colors:** Good.
- **Gloss:** Good.
- **Stripes:** Good.
- **Flavors:** Fair.
- **Centers:** Hard and tough.

Hard Candies:
- **Colors:** Good.
- **Stripes:** Good.
- **Gloss:** Good.
- **Flavors:** Fair.

Remarks: The price of this hard candy is cheap, so we can not complain. Suggest good oil flavors be used and a trifle more care taken in the cooking the centers of the filled pieces. A soft center eats better and does not take any more time to make.

CODE 1N40

Assorted Chocolates—
1 lb.—49c

(Purchased in a department store, New York)

Box: White, printed in blue, full telescope type, cellulose wrapper.
Appearance of Box on Opening: Good.
Coating: Dark and Light.
Color: Good.
Gloss: Fair.
Strings: Fair.
Taste: Light coating: Fair.
Taste: Dark coating: Rank.
Number of Pieces: 20 dark coated pieces, 18 light coated pieces.
Dark Coated Centers:
Date: Good.
Nut Nougat: Good.
Molasses Hard Candy: Good.
Yellow and Orange Cream: Could not taste any flavor.
Vanilla Caramel: Good.
Vanilla Marshmallow: Good.
Molasses Coconut: Good.
Lemon Cream: Too dry and hard.
Brazils: Good.
Almond Cluster: Good.
Tingling: Good.
Light Coated Centers:
Almond Cluster: Good.
Vanilla Caramel: Good.
Nut Paste: Good.
Nut Nougat: Good.
Date: Good.
Molasses Coconut: Good.
Vanilla Cream: Good.
Molasses Chip: Good.
Brazils: Good.
Remarks: Dark coating had a very strong taste, left a bad taste in the mouth after eating a few pieces. While dark coatings seem to be in demand, we would say that this coating is entirely too dark. Suggest the manufacturing of this coating be checked up as it is not good eating.

CODE 1O40

Assorted Panned Chocolates—
½ lb.—69c

(Purchased in a department store, New York)

Appearance of Package: Good.
Container: Round board box, cellulose window in top tied with red grass ribbon, lavender seal, printed in gold.
Appearance of Chocolates: Good.
Coating: Dark.
Color: A trifle too dark.
Panning: Good.
Finish: Good.
Taste: Good.
Centers:
Almonds: Good.
Glace Cherries: Good.
Orange Peel: Good.
Raisins: Good.
Brazils: Good.
Cordial: Could not identify flavor.
Gilberts: Good.
Remarks: Candy is well made and of good quality but highly priced at 69c the half pound.

CODE 1P40

Assorted Candies—1 lb.—$1.75

Manufactured in Italy.

(Purchased in a retail store, New York)

Pieces were wrapped in foil and some in cellulose.
Hard Candies: Good.
Flavors: Very strong.
Chocolates: Good. Doubt if they would be popular in the U.S.A.
Remarks: Very high priced at $1.75 the pound.

CODE 1Q40

Chocolate Moulded Santa Claus
—about 3 ozs.—20c

(Purchased in a candy store, New York)

Appearance of Piece: Good.
Size: Good.
Coating: Dark.
Color: Good.
Gloss: Good.
Moulding: Good.
Taste: Good.
Remarks: A well made moulded piece, good size and a good eating chocolate.

CANDY TIED WITH RIBBONS — Means More Sales

We have largest stock in the Middle West

Satin—Messaline—Tinsel—French Chiffon—Novelty and Printed Ribbons—Rib-O-Nit—Ready-Made Bows and Rosettes.

Immediate delivery—High in quality—Low in price

R. C. TAFT CO.

429 W. RANDOLPH ST. CHICAGO

CODE 1R40
Red Santa Boat—no weight—25c
(Purchased in a candy store, New York)

Appearance of Novelty: Good. Red boat, silver band around top, name printed in red on silver band. Packed in a folding carton. Filled with caramel kisses, wrapped in wax paper.
Color: Good.
Texture: Good.
Taste: Good.
Remarks: A good looking novelty and cheaply priced at 25c. The candy was of good quality and was good eating.

CODE 1S40
After Dinner Mints—14 ozs.—79c
(Purchased in a retail store, Columbus, Ohio)

Appearance of Package: Good.
Container: Package made up as follows: Green round tin box containing four colors of mints, enclosed in a carton, has a burlap band around it, the top is covered with cotton. Entire package looks like a bale of cotton. See remarks.
Color of Mints: Good.
Texture: Good.
Flavors: Good.
Packing: Good.
Remarks: This is an outstanding package, new, attractive and different. The first new and original candy package that the Clinic has examined in a long time. If the price could be reduced to about 50c, this package would be a large seller.

CODE 1T40
Christmas Tree—3 ozs.—10c
(Purchased in a retail store, Chicago, Ill.)

Appearance of Novelty: Good.
Novelty: Green cellulose bag in the shape of a tree, green and red seal mounted on a red wood stand, tied with a green and red tassel cord.
Panned Small Mints:
Color: Good.
Panning: Good.
Finish: Good.
Flavor: Good.
Remarks: A good looking Christmas novelty. Neatly put up and attractive looking.

Official Bulletin
of the
International Office
for
Cocoa and Chocolate

69 rue Ducale
Brussels, Belgium

Annual Subscription
30 belgas

FREUNDLICH—
(*Continued from page* 22)

factors is of no interest, the determination may be carried out with the chocolate and bob at 40°C. (104°F.). The bob is stirred for exactly two minutes in the chocolate which is maintained at the testing temperature. The room temperature is preferably above 27°C. (81°F.) at which temperatures the amount of chocolate remaining on the bob changes very little and variations can be disregarded. However, the room temperature must not be higher than the temperature of the chocolate. Any other standard room temperature may be established to fit any conditions. I am using a standard room temperature of 20°C. also for this test. If an incubator is available, it can be used to good advantage. The conditions proposed by K.E. and J. P. Langwill (1) for the Jordan Covermeter and the values obtained with it must be considered of equal relative value for control work.

Fig. 3 illustrates the amounts of chocolate remaining on the bob under the conditions of the control test for different viscosites of one particular type of chocolate. For any other type of chocolate a different chart must be expected. Charts of this type are entirely suitable for control work to determine whether a chocolate coating regularly made or used has the desired potential coverage.

Value of Bob Test Justifies New Requirement for Method of Determining Viscosities

The great value of the bob test as a control test both for the manufacturer and the user of chocolate coatings as a reliable test for the potential coverage of a chocolate coating is quite apparent.

Of outstanding value, however, is the possibility of studying different types of chocolate coatings for their relative potential coverages. Such studies are only possible when a simple relationship between the viscosities of a chocolate and the amounts of chocolate remaining on the bob exists.

As new and important knowledge is gained about the working qualities of chocolates thereby, I am justified in making a new requirement for the method of determining the viscosity of chocolate with the MacMichael viscosimeter in order to be universally acceptable in addition to the requirements previously made (3). The new requirement is that a bob and a bob test shall be devised which give a simple relationship between viscosities obtained by the method to be used and amounts of chocolate remaining on the bob. That such a simple relationship exists between the method for the determination of the viscosity of chocolate previously proposed by me and the bob and bob test proposed herein, has been described and illustrated.

1. K. E. and J. P. Langwill, *Cocoa and Chocolate*, May, 1936.
3. Leo Freundlich, *Food Industries*, November, 1937, and November, 1939.

Listing Ingredients Upon Fancy Packages

It is reported that some confectionery manufacturers have prepared packages upon which the word "Ingredients" has been placed upon the front panel, but the two have been separated from each other by a space or line. This separation does not conform to the type of declaration which the Food and Drug Administration has approved.

It is necessary that one line of the ingredients, in addition to the word "Ingredients", the words "Consists of" or the word "Contains," be placed upon the top panel, and it is of equal importance that the list be printed continuously, unbroken by lines or spaces, so that the consumer who reads the list may be influenced to read the entire list of ingredients.

—*N.C.A. Bulletin*

Edward J. Jenner, 70, native of San Antonio, Texas, and veteran candy manufacturer died recently. The deceased became interested in candy manufacture in 1880, starting as a salesman. In 1897 he organized his own candy factory at Labor and Refugio streets, later moving to the firm's present site at 831 South Flores street.

His wife, son, a brother and three sisters survive.

Confectioners Crystal Three Star Corn Syrup

is the type of corn syrup most widely used in candy processes.

For high quality, low cost, general application and shelf-life performance of candy, Confectioners Crystal Three Star is THE SYRUP.

For further information about Confectioners Crystal Three Star Corn Syrup Confectioners Starches and Cerelose (Pure Dextrose Sugar) please write us.

CANDY IS DELICIOUS FOOD ENJOY SOME EVERY DAY!

CORN PRODUCTS SALES CO.

17 BATTERY PLACE, NEW YORK CITY

America's "No. 1"

OIL OF ORANGE

Compare this orange oil with any high grade oil and you will know why Exchange Cold Pressed Oil of Orange, U.S.P. is in such great demand. Ask our jobbers for sample and compare quality and price.

Exchange

COLD PRESSED, U.S.P.

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FRITZSCHE BROTHERS, INC.
76 NINTH AVENUE, NEW YORK CITY

Distributors for: California Fruit Growers Exchange, Products Department, Ontario, California
Producing Plant: The Exchange Orange Products Company, Ontario, California

Copr. 1940, Products Dept., California Fruit Growers Exchange

NEWS OF THE SUPPLY FIELD

EQUIPMENT · MATERIALS · MARKET INFORMATION · FIRMS · PERSONALS

Explain Shortage in Dry Milk Solids

Current shortages in the supply of dry milk solids and attendant price advances have prompted the American Dry Milk Institute to issue a statement outlining the causes. Low prices last winter and spring made it unprofitable for farmers to turn their milk over to factories for processing. Then, when prices became better, the heat and drought in the principal producing areas contributed to abnormally low production at a time when normal upturn might be expected. Customary inventories vanished rapidly under the pressure of a demand that has expanded production almost every month for more than a year. Even the Fall months brought no relief in the way of increased production, for dry weather continued over most of the area from which comes the greater portion of raw milk. It is hoped that the current situation will not be unduly long-lived and that normal winter precipitation in producing areas will return the customary flow of milk into processing channels.

Joseph C. Headley has been appointed associate merchandising manager in charge of General Foods' Walter Baker grocery products, effective as of Jan. 1, according to C. H. Gager, president of Walter Baker & Co., Inc. Mr. Headley succeeds N. H. Hargrave who is retiring from active business. The Walter Baker sales organization now includes: H. O. Frye, general sales manager; H. F. Stegall, general assistant; J. C. Headley, associate merchandising manager in charge of grocery products; A. E. Fest, associate merchandising manager in charge of confectionery products; C. S. Carroll, bulk sales manager; Elmer G. Derby, assistant to Mr. Carroll; J. L. Middleton, sales promotion assistant; and J. D. North, associate advertising manager.

American Lecithin Company has appointed Ross & Rowe, Inc., New York, as its sole agent in the chocolate and confectionery industry for its lecithin, according to an announcement made public recently by Joseph Eichberg, president.

Robert B. Magnus, vice president of Magnus, Mabee & Reynard, Inc., New York, was re-elected treasurer of the drug, chemical and affiliated trades section of the New York Board of Trade.

E. P. Heckel, who has for many years been identified with general air conditioning, refrigeration and industrial process engineering, announces his association with Samuel R. Lewis of Chicago, in the consulting engineering business. The firm will be known as E. P. Heckel and Associates.

The Sixth International Heating and Ventilating Exposition will be held at the Lakeside Hall, Cleveland, Ohio, beginning January 22. The exposition is being held simultaneously with the meeting of the American Society of Heating and Ventilating Engineers and the National Warm Air Heating and Air Conditioning Association.

A supplemental trade agreement was entered into between the U. S. and Cuba on Dec. 18, which provided for the restoration of the .90 cent duty on raw sugar imports from Cuba when quotas would be re-instated. President Roosevelt, by proclamation, Dec. 26, terminated suspension of the marketing quotas (they had been suspended by presidential proclamation on Sept. 11), automatically restoring the .90 cent duty on Cuban raw sugar. On December 29, Secretary of Agriculture Wallace announced that the supply of raw sugar required to meet consumers' needs (quota) for 1940 was 6,725,100 short tons, raw value.

NEW CANDY SCALE

A scale designed especially for the weighing of candy in retail stores and candy shops was recently announced by the Exact Weight Scale Co., Columbus, Ohio. Scale housings in rich colored plastics have been designed to meet the present-day demands for enclosed working parts and attractive appearance. The new circular tower construction, shown in the accompanying illustration, is electrically lighted and is equipped with four individual "over" and "under" weight dials which are visible from any angle. Designed by Sundberg and Ferar, these scales are available in colors to fit almost any interior and are strictly modern in their design. The scales are said to be accurate even on normally out-of-level surfaces. Weights include two 1 lb.; one 8 oz., one 4 oz., one 2 oz., one 1 oz., and one ½ oz.

Flexible Woven Wire Conveyor, Processing Belts

A new 44-page catalog recently issued by the Audubon Wire Cloth Corp., Philadelphia, shows numerous types of conveyor and processing belts which can be obtained in any ductile metal most resistant to various operating conditions. These belts are said to have the longitudinal flexibility of leather, canvas or rubber and can be successfully run over small diameter pulleys and can take acute reverse bends. Various weaves, meshes and wire diameters are pictured, which give numerous percentages of open area for the drainage of liquids or the circulation of air, gas, or steam through belts. These woven wire belts have various applications in conveyor and processing work in the candy manufacturing plant.

Herman L. Hoops, Hawley & Hoops, New York, general chairman of the coming N.C.A. convention in New York, recently announced the names of members who will head several of the more important convention committees. Charles F. Haug, president of Mason, Au and Magenheimer, Brooklyn, will be chairman of the ladies' entertainment committee; W. C. Dickmeyer, Wayne Candies, Inc., Ft. Wayne, Ind., is chairman of the resolutions committee; John H. Forsman, C. H. Forsman & Co., New York, will head the golf committee; and D. P. O'Connor, vice president of Penick & Ford, Inc., Ltd., New York, has been named to the chairmanship of the exposition committee.

Following its regular schedule, the Leipsiz Trade Fair will be held from March 3 to 10. This will be the 1983rd session of the historic exchange which has been held without interruption for more than 700 years.

PERFORMANCE!

In Belting, it's performance that counts. BURRELL builds PERFORMANCE into its

9 BURRELL Stars:

- ★ CRACK-LESS Glazed Enrober Belting
- ★ THIN-TEX CRACK-LESS Belting
- ★ White Glazed Enrober Belting
- ★ Batch Roller Belts (Patented)
- ★ Carrier or Drag Belts
- ★ Feed Table Belts (Endless)
- ★ Cherry Dropper Belts
- ★ Cold Table Belts (Endless)
- ★ Innerwoven Conveyor Belting

Proven ability to "take it" has placed BURRELL Belting in practically all Confectionery Plants. Why not yours?

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DELFT Gelatine

SMOOTH the WAY **NOW**
for 1940 PROSPERITY
with
DELFT GELATINE

Start now with Delft Gelatine in your mix . . . and you'll start now for extra business in 1940.

The best way to start the extra profits rolling is to start a plus in quality rolling from your shipping platform . . . and THAT MEANS DELFT GELATINE.

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REPLACE all inefficient coolers and conveyors with new "LUSTRKOOLD" Conveyors and improved Economy "BELTURNS."

Equip Hard Candy Department, Chocolate Packing Departments and Storage Rooms with efficient "ECONOMY" Air Conditioning Units made to suit your exact needs. Write or 'phone us TODAY for estimates!

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1849

GOLD-SEEKERS RUSH TO CALIFORNIA

1849 Chas. Pfizer & Co. started building something more precious than gold—a reputation for quality and dependability.

TODAY the Pfizer plant covers many acres, serves an enormous market, but its success now as in the past is built solidly on adherence to those same sound principles —quality and dependability.

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Manufacturing Chemists

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THE STANDARD

SPEAS

CONFECTO-JEL

A Complete Pectin Product for Making Jellied Candies

READY to *Use*

NOTHING to *Add*

SPEAS MFG. CO. KANSAS CITY MO

CANDY IS DELICIOUS FOOD

ENJOY SOME EVERY DAY!

CONFECTIONERS' BRIEFS

Boehm Heads Thinshell Candy Division

E. W. Boehm

Announcement was made by Thinshell Products division of Consolidated Biscuit Co., Chicago, through its general manager, Gross Williams, that the company has inaugurated a new policy whereby the candy division is separated from the biscuit end of the business and is handled as a separatae sales unit. *E. W. Boehm* has been appointed to head the new division. Mr. Boehm is well-known throughout the trade through his long association with Bunte Brothers and the Paul F. Beich Company. To his new position he brings many years of practical experience as a merchandising and production executive in first-line quality confectionery at popular prices. Mr. Boehm's appointment is in line with Thinshell's expansion program inaugurated recently.

Young In New Position

B. F. Young

B. F. Young has accepted the position of candy factory manager and buyer for the candy department of Famous-Barr Company, St. Louis, Mo., which is a link in the department store chain of the May Company, operating stores in Los Angeles, Akron, Cleveland, Baltimore and Denver. Mr. Young was for the past 10 years field merchandising and sales supervisor for Sears, Roebuck, & Co., Chicago, on candy, tobacco, drugs and cosmetics, books, stationery and jewelry. Previous to that he was with several large Eastern stores, having charge of purchasing and merchandising of candy and related items. With his new association in the May Company set-up, Mr. Young relinquishes his activities in the Associated Merchandising Service, with which he had become associated following his resignation from Sears in October. He has also resigned as a member of THE MANUFACTURING CONFECTIONER'S Packaging Board, of which he has been a member for the past five and a half years.

N.C.A. Dinner-Dance Committee Named

The committee in charge of the dinner-dance at the coming N.C.A. Convention in New York is made up of

We've Modernized Chocolate Equipment

One of the Lehmann units, The Cracker and Fanner.

NOTABLE improvement in equipment, resulting in better products, has marked the past decade in the Chocolate Industry. That Lehmann has provided much of the improved equipment is in keeping with a tradition of more than 100 years. The efficient five-roll Refiner, the Cracker and Fanner, the Cocoa Liquor Mill and the Disc Conche, all give evidence of Lehmann leadership in this field. More than that, these modern machines indicate Lehmann's understanding of chocolate-making problems, and ability to solve many of them through better equipment.

We offer the cooperation of our Technical Department on all matters of chocolate-making machinery.

J. M. Lehmann Company, Inc.

Established 1834

250 West Broadway New York, N. Y.

Factory: Lyndhurst, N. J.

LEHMANN

The Standard for Quality in Machinery Since 1834

the following: Chas. F. Haug, Mason, Au & Magenheimer, Brooklyn, chairman; M. I. Farrell, Fanny Farmer, Brooklyn; B. H. Fisher, Dodge & Olcott, New York; J. M. Klein, Novia Candy Co., Brooklyn; Gordon Lamont, Peter Cailler Kohler, New York; C. G. Linker, American Maize-Products Co., New York; Joseph Mooney, American Sugar Refining Co., New York; Ed. W. Schmitt, Corn Products Ref. Co., New York; Fred B. Williams, Fair Play Caramels, Middletown, N. Y.; and Otto G. Vollmer, C. Schroeter, Inc., New York.

Frank P. Ziegler, chairman of the board of the George Ziegler Co., Milwaukee, Wisconsin, died December 21. He was 83 years old. Mr. Ziegler was connected with the George Ziegler Company for over 60 years. When he was only 11 years old, he worked in the candy factory started by his father, the late George Ziegler, in 1861. He became in turn a candy maker, buyer, superintendent, vice president, and finally in 1904, president. He served in this last capacity for 27 years and several years ago became chairman of the board of directors. The firm is now headed by a son, J. Edmund Ziegler. A brother, Andrew I. Ziegler, is secretary and treasurer.

Begin Taking Census of Business

On January 2, some 12,000 enumerators began taking the Census of Business, including the Biennial Census of Manufacturers. For the latter census, the enumerators will be armed with general question schedules as

BANISH FINGERPRINTS

CANDY in process that is too sticky often picks up fingerprints of workers . . . has to be rejected. And such rejects cost *you* money.

You can end this waste . . . permanently . . . with Sturtevant Air Conditioning. Ask our nearest office how we have helped leading confectioners lick this and related problems. No obligation, of course, so drop us a line today.

The Cooling and Air Conditioning Div. B. F. Sturtevant Company

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Atlanta Camden Chicago Greensboro Los Angeles New York

Sturtevant

Air Conditioning

FOR BETTER PRODUCTS AT LESS COST

The New Greer Cooling Tunnel

Air Conditioned

Cools Candies on a Steel Belt

A self contained air conditioning unit supplies cold air to the New Greer Tunnel, both above and below the steel belt that carries the candies. Bottoms are quickly set. The steel belt is inside the Tunnel at all times.

MORE EFFICIENT — OUTSTANDING PERFORMANCE

J. W. GREER CO.

CAMBRIDGE, MASS.

Chicago: 43 E. Ohio St. **London: Bramigk & Co., Ltd.**

ADVERTISING PAGES REMOVED

well as with 147 special schedule forms designed to collect the data of approximately 400 industries. The special form applying to Confectionery and Chewing Gum is No. 112, and that applying to Cocoa and Chocolate products is No. 109. These census reports are required by Act of Congress, and presentation of full information covered by the questions on these schedules is therefore mandatory upon all manufacturing establishments whose value of products exceeds $5,000 during the year covered by the census. Schedule forms covering manufacturing firms contain nine general questions and several special questions covering products made and work done as well as materials used and value added by manufacturer. The manufacturing schedules also contain a set of questions designed to show distribution of sales of manufactured products.

Roanoke Is S.W.C.A. Convention City

Howard A. Hanby

Announcement of Roanoke, Va., as the 1940 convention city for the Southern Wholesale Confectioners Association has been made by *Howard A. Hanby*, Wilmington, N. C., president. The designation of Roanoke came after six months of the most intensive competition ever staged between different sections of the South for an S.W.C.A. convention. President Hanby made the selection after a vote of the Board of Directors had resulted in a virtual tie between Biloxi, Miss., and Roanoke, Va., for first place and between Louisville, Ky., and Hollywood, Fla., for second place. Immediately after the announcement of the selection of Roanoke, President Hanby designated the Hotel Roanoke as convention headquarters and set the date for Thursday, Friday, and Saturday, July 25, 26, and 27. An important factor in determining the convention city was the widespread enthusiasm shown by the jobbers of all sections of Virginia many of whom have never attended an S.W.C.A. convention.

Cobee Brand
HARD FATS and COCONUT OILS

HARD FATS—to stiffen chocolate coatings; and for center work; *about* COCONUT OIL—for slab dressings; lubricants in chewing candies; fillings; nut cooking; popcorn seasoning, etc. Also SOYA BEAN OILS.

Whenever you bring out a new piece, send to us for samples.

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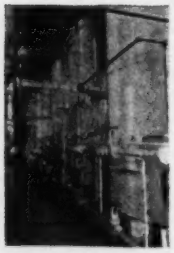

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LIGNIN Vanillin is made entirely from native American materials.

Requests for sample's on your firm's letterhead will be promptly answered.

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Transportation Bldg., Los Angeles, Cal.

Interior of Factory
WISCONSIN, U.S.A.

QUALITY
CHOCOLATE COATINGS
★
HOOTON CHOCOLATE COMPANY
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ESTABLISHED 1897

HAVE YOU -

Problems on new candies? Do you want to improve your marshmallows, your gum work? Do you need help to improve your production layout?

Write to
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Territory: Texas, New Mexico and Arizona

MERCHANDISING HOLIDAY CANDY

Knowing Store Problems Helps Sales Promotion

By B. F. YOUNG

Famous-Barr Co., St. Louis, Mo.

NOW that the Christmas season is over for the candy manufacturer, it is time to give thought to the approaching early Spring holidays: Valentine's Day, Washington's Birthday, St. Patrick's Day, the Lenten season, and Easter. The following is written from the standpoint of the retail store, but in the description of the manner in which the larger retail outlets merchandise candy may lie an idea or several ideas upon which an alert sales promotion department of the candy manufacturing plant may base its approach to the candy outlets and thereby attain a better understanding with resultant benefits to both manufacturer and retail store.

Before proceeding, here are the dates of the various holidays listed above: Lent, begins February 7; Valentine's day, Feb. 14; Washington's Birthday, February 22; St. Patrick's Day, March 17; Easter, March 24.

During Lent the candy business definitely falls off, but there is plenty of other business to be had by promoting the sale of certain items to replace candy. Nuts are the most logical and practical substitute, in the experience of large retail candy outlets. Other substitutes in their order of importance are: Glace fruits, sugar roll dates, cakes and cookies, coconut macaroons, and other semi-confectionery baked goods, pretzels, popcorn (plain and cheesed), and solid chocolate items. Many candy lovers do not consider broken milk chocolate as non-Lenten items. Some way of feeling-out the buying public in each store will give a clue to which items are acceptable or not. In all events, it is necessary to keep up a volume over Lent, and some of the suggeseted items above are the means to that end.

Valentine's Day Candy Promotion

Candy for Valentine's Day is naturally the acceptable gift of sentiment, and heart-shaped packages of all sort head the list. Many manufacturers offer a complete Valentine box assortment, including unique window displays, advertising materials, dummy boxes, etc. These things are volume stimulators, and every effort should be made to stress the importance of binding together the complete assortment of window and inside displays, etc., which should be part of the manufacturer's merchandising and sales promotion effort. Right at this point your salesmen may learn of carried-over Christmas candies and, in order to help the retail outlet liquidate this candy surplus, which may still be in holiday attire, they should suggest that the retailer repack these candies into empty satin or paper heart boxes. The filled packages can be made very attractive by tying with red ribbonzene and wrapping the entire package with red and white cellulose and tying with red or white ribbon.

Jelly hearts, motto hearts, cinnamon hearts, chocolate-covered cream hearts in all sizes and hollow chocolate moulded hearts on which the name can be inscribed, are a few of the items that can be profitably merchandised.

Regular stock boxes can be given a distinctive Valentine's atmosphere by tying a Valentine on them or putting some red heart-shaped stickers on them, and some red cellulose wrapping. A general Valentine's Day atmosphere can be created by using red heart-shaped signs, lettered in white and placed on trays, boxes, etc., throughout the store's candy department, and alternate color can be used by making white heart-shaped cardboard signs on which the lettering can be put in red. Large heart signs can be cut out of sign writer's cardboard and hung up in the department or in the main body of the store, calling attention to Valentine's Day, February 14, and suggesting that NOW IS THE TIME TO MAKE PURCHASES of candy. Three of these signs can be made into a triangular form with pleasing effect. A special wrapping service for mailing can be arranged. Again, display signs with messages like "LET UNCLE SAM CARRY YOUR VALENTINE" or "SWEETS FOR THE SWEET" etc., will cause people to buy, by the catchiness of their messages.

In recent years, stores which have offered candy Valentine decorating service have been attracting a lot of trade. In order to do this, the store must be able to offer hearts in various sizes. They are usually chocolate-covered cream hearts and can be "personalized" by means of inscribing them with names put on in pure sugar icing. A separate booth can be erected in the department for this service. This should be trimmed in red paper hearts and appropriate signs which will help to dramatize the day and the service. Such a booth will add substantially to the ultimate volume of the department.

The icing for decorating service may be made from XXXX confectioners' sugar and whites of eggs beaten together until a good working consistency is obtained. Decorating cones or writing tubes can be made from wax paper or bond paper. The flow of cream from the tube is regulated by the size of the hole cut into the point of the tube. The icing must be free from lumps in order not to clog the outlet.

Washington's Birthday, February 14

For Washington's birthday, chocolate covered cherries, either in bulk or packaged are a No. 1 seller. In order to dramatize this event properly, the store or candy de-

partment should use a small tree on which are tied hard candy cherries and green artificial leaves. This cherry tree theme also makes a good window background and conveys the cherry idea. A small figure of George Washington chopping down the cherry tree with a candy hatchet completes the idea.

Bulk candies for this holiday include the following items: Red, white and blue cream wafers and bon bons, striped hard candies, hard candy cherries, candy hatchets, pan cherries and novelty items, such as chocolate-covered coconut cream logs topped off with a candy cherry and a small hatchet. Drum boxes, three-cornered hat-shaped boxes, etc., are novelty packages which can be featured for filling with small candies to be used as favors at parties, etc. Red, white and blue ribbonzene can be used as rosettes and bows to add color to the packages and to dress up the general displays.

St. Patrick's Day, March 17

Green is, of course, the appropriate color to use for your general color scheme on St. Patrick's Day promotion. This holiday is fast developing into a particularly profitable season for candy sales. There was a time when green colored candies were taboo-ed, but since certified color and flavor, particularly, lime, have been approved, these candies have come more into their own, not only as a delight to the eye, but to the taste as well.

Cream wafers, assorted hard candies, bon bons, coconut kisses, and chocolate-covered peppermint patties with green icing shamrocks placed on the top are popular candy items for St. Patrick's day. Green cellulose wrapping materials and green ribbon and ribbonzene, green signs lettered in white, all add color to the department or the store in general. Candy plays a prominent part as favors for parties, luncheons, dinners, etc. in that they can be put up in small sacks of cellulose and tied with ribbonzene with appropriate favors tied on the top to finish the package. Tin foil wrapped bar goods of all types with the regular wrappers removed can be decorated by tying on clay pipes, shamrocks, paddy hats, shillalahs and other appropriate St. Patrick's items. Green crystallized spearmint leaves can also be utilized with other green gum candies to make floral designs on the tops of iced cakes, puddings and other dessert concoctions.

Preparing Your Plans For Easter

Easter falls on March 24 this year. The candy-selling season preceding this holiday is second only to the Christmas season in point of volume. The Easter candy season should produce about 20% of the store's annual volume in candy and incidentally, this business is garnered in only about three weeks. The biggest percentage of increase can be attributed to three things. First, observance of Easter. Second, climatic conditions. Third, the effort put forth in intelligently presenting and merchandising Easter candies.

This is a treacherous season, more for the retail selling class than from the manufacturer's standpoint by reason of the distinctive Easter egg-shaped candy items. For Easter, it has been found best to break up the candy department in larger stores into five separate divisions, namely, bulk, package goods, packed baskets, decorating, and novelty. The largest bulk selling items at this season are jelly bean bird eggs, marshmallow panned eggs, butter creams, chocolate-covered marshmallow eggs, and chocolate-covered fruit and nut eggs. Package goods are made up of fancy box chocolates and chocolate marshmallow eggs in cartons of 12, 24, 60, 72 and 120 count.

Packed baskets are developing into one of the most important parts of the Easter candy stock in department and retail stores. No doubt as much as 25% or even better of the entire Easter volume consists of these packed baskets. This is very desirable business because it raises the selling units and leaves a splendid profit.

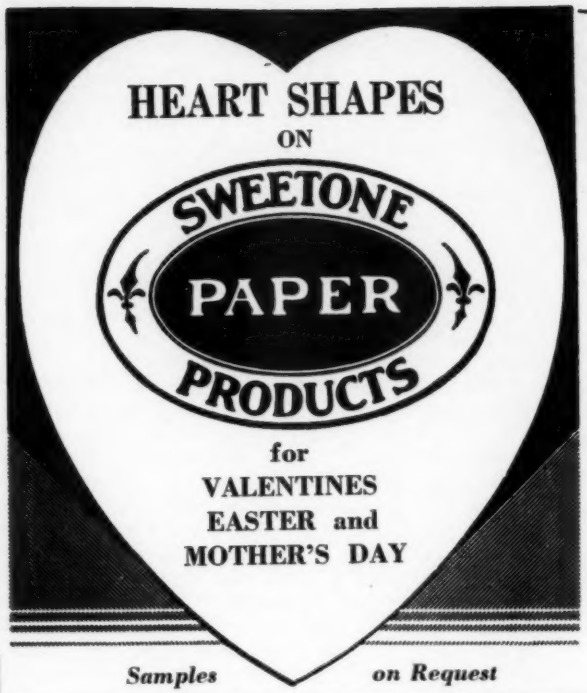
There are several important ideas to be worked out in connection with basket packing. First, all baskets should be packed in advance of selling as time cannot be taken to do this during the rush period or on the selling floor, except in extreme instances where a customer wants a specially-packed basket. Mass production can be accelerated by lining up on the packing table a number of empty baskets. Fill each with grass as a foundation and then add the different items to them to make them attractive. With the knowledge of the retail selling price of the empty basket, plus the correct price of the items put into it and any addititonal expense involved, such as wax paper or cellulose grass, ribbon rosettes, cellulose rosettes, and all other wrapping, supplies, time, etc., the retail price can easily be determined. The first step in packing a basket is the shredded paper or cellulose foundation. Tissue paper, excelsior or any other material used as filling should not be considered. The customer who finds a thick wad of tissue paper at the bottom of his basket feels that he has been cheated.

Step 2 is the selection of the center piece. For a large-size basket, a large novelty such as hollow chocolate rabbit, chocolate covered egg, novelty rabbit, large cotton chicks or any similar Easter novelty will serve as the center piece. The next step is to surround this center piece with most any type of Easter candy, such as hollow chocolate eggs, foil-wrapped marshmallow eggs, jelly bird eggs, panned eggs and any sort of colorful Easter candies. On the handles of these baskets can be tied ribbon or ribbonzene rosettes with streamers, cotton chicks, rabbits, etc. and suspended from the handle on ribbon, any sort of Easter novelty.

The entire basket should be wrapped in pastel-colored cellulose tied at the top with ribbon, the ends permitted to be left spread and uneven, to make a finished package. A separate section in the store of the candy department should be devoted to packed baskets.

Decorating Easter Candies

The idea of decorating candies is very important in the Easter candy set-up. It is not confined to eggs alone, but should be offered for all Easter items large enough to carry a name, such as rabbits, roosters, chicks, etc. This decorating of candies should be set up as separate unit. The person in charge, whether male or female, should be attired in white and samples of the finished work displayed around on top of the table on a bed of wax paper. A very attractive display can be made by filling ordinary factory wooden trays with various pastel-colored sugar. This will keep the round decorated pieces from rolling around and also makes a very attractive background upon which to display the dark-colored pieces. Many customers will order and wait for completion of the decorating, but it is better to have customers leave their order and then call back later, as the sugar icing has a tendency not to dry quickly. In such cases, the operator in the booth should collect a small deposit on the order, giving a receipt which the customer can later use to identify the merchandise ordered. Sometimes customers will not return for the pick-up until two or three days later. When this happens, the operator can decorate the piece and then store it away under the counter together with the duplicate of the receipt made



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out at time of purchase. Better still is to get the entire piece paid for at the time of ordering. But where this is impossible, at least a deposit should be taken, else the piece is a total loss if not called for.

Establish a range of prices on this decorated work. All five-cent merchandise which is decorated should get ten cents. At least five cents extra should be charged on all decorated merchandise; in other words, 10-cent decorated merchandise should sell for 15 cents; 15-cent decorated merchandise, at 20 cents, and so on. When you get up into the larger pieces, however, the decorating charge should run a bit higher, inasmuch as the decorations desired will be more elaborate. In making icing for decorations, it is best to make only small batches at one time, as icing dries out quickly.

Icing is made with XXXX confectioners or powdered sugar and whites of eggs. Colors (pure vegetable certified colors) such as red, green, yellow and lavender are added as required. Very little coloring is required for each batch of icing. This icing can, again, be put into paper cones for the decoration proper. Cones should be three-quarters filled and the icing shaken well down into the point. Fold in sides of paper cone, one side at a time. This will leave a sort of folded point at the top. Roll this point until it is completely closed to hold icing in securely. Cut pointed end of cone to size hole desired. The cone is now ready for use. Icing can be pressed out with the thumb and the point guided by the other hand to make the desired lettering or design.

Novelties

Many appropriate Easter items can be made from novelties, such as tin Easter toy wagons, wheelbarrows, baby coaches, dump wagons, wooden wheel toys, and items of this character. Use in the same way as the baskets, packing them with Easter candies, novelties and cover with cellophane, ribbon, etc.

In general promotion, remember that aisle tables are sure-fire for getting sales. These tables account for the large volume done in the chains and department stores and even in the individual stores all over the country. Attractive table display, an interested, well-informed sales personnel, and good candy will make sales approach a new high. Empty bins, trays, tables and poorly-attentive sales people tend to reflect badly on the entire candy set-up. Full, well-balanced cases with alternate arrangement of light and dark candies, fresh bright clean price cards, and tasty (not gaudy) decorations make for an attractive department. And an attractive department that is kept clean and neat, will easily convince the public that "Candy—*your* candy—is delicious Food," pure wholesome, and good for every-day enjoyment.

Tobacco Jobbers Hold 8th Annual Convention

Many of the leading confectionery manufacturers will be included among the exhibitors who will show their wares at the 8th Annual Convention-Exhibit of the National Association of Tobacco Distributors to be held at the Palmer House, Chicago, January 17 to 20. Candy company representatives who are members of the manufacturers' Exhibit Council for the convention include: Otto Schnering, Curtiss Candy Co.; E. A. Lowndes, American Chicle Co.; Walter Johnson, Walter H. Johnson Candy Co.; Harry R. Chapman, New England Confectionery Co.; W. L. Kruppenbacher, Mars, Inc.; M. Peruzzi, Planters Nut & Chocolate Co., and B. L. Atwater, Wm. J. Wrigley Company, Inc.

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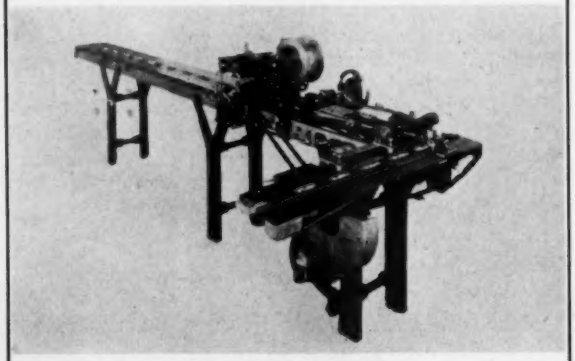

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Effective Labeling Date Postponed on Certain Packages

Promulgation of regulations under the Lea Amendment to certain labeling requirements of the New Food & Drug Act was announced Dec. 5, by the Food-Drug Administration. These regulations provide that manufacturers of food products, including candy, who have on hand any stock of lithographed labels or containers bearing labeling which was manufactured prior to February 1, 1939, may use such labels and containers up to July 1, 1940, without 1) name and place of business of the manufacturer, packer or distributor; 2) the common or usual name of the product; 3) the list of ingredients; 4) declaration of the presence, if any, of artificial flavor, artificial color, or chemical preservatives; and 5) information pertaining to dietary use. To be exempt from such labeling requirements the labels 1) must comply with the Food and Drug Act of June 30, 1906, as amended; 2) must be used by the person for whom they were manufactured or by a bona fide successor to the business; 3) the quantity held on Jan. 1, 1940, must not exceed 10% of the total number used during the calender year 1939; 4) records must be kept until July 1, 1941, showing the amount used during the calendar year 1939, and the amount on hand on Jan. 1, 1940; 5) these records must be available for inspection at all reasonable hours by representatives of the Food-Drug Administration until July 1, 1941; and 6) the labels or containers in stock must not be misleading in any respect.

Personnel of the jury of award and details of the Ninth annual competition for the Irwin D. Wolf awards for outstanding accomplishments in Packaging were recently announced by the American Management Association, sponsoring organization of the competition. All packages entered in the competition will be exhibited as a featured section of the 10th Packaging Exposition at the Astor hotel, New York, March 26 to 29. Entries will be accepted until Feb. 10, which is the deadline.

The Lithographers National Association has republished the "layman's language" article entitled "From Stones to Rubber Blankets," which discusses the history of the lithographic process from the date of its discovery in 1796 to the development which characterizes the industry today. A reprint of the article is available from the association's headquarters in New York.

John Corley has become associated with the Miller Wrapping and Sealing Machine Co., Chicago, as vice president and assistant general manager. He is a brother of Mark H. Corley, president and general manager of the company, and heretofore was associated with the real estate division of the Merchandise Mart, Chicago, which is owned by Marshall Field and Co., of which a cousin, Frederick D. Corley is president. John Corley will devote the major part af his time to sales and advertising of the wrapping machines which the Miller company manufactures and sells.

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